



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

10/B  
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Assignee's Docket No.: 7741.00 )  
Group Art Unit: 2162 )  
Serial No.: 09/495,759 )  
Examiner: John L. Young )  
Filing Date: February 1, 2000 )  
Title: Method and Apparatus for )  
Advertising Over a )  
Communications Network )

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AMENDMENT IN CONNECTION WITH RCE

Honorable Commissioner of Patents and Trademarks  
Washington, DC 20231

Sir:

IN THE CLAIMS

Please cancel claims 1 - 14, without prejudice.

Please add the following claims 15 - 27.

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APR 22 2003

GROUP 3600

15. A method, comprising:

- a) identifying a target group of persons;
- b) identifying attributes of persons in the target group,
- c) representing attributes in consumer vectors, one vector per person, thereby producing a plurality of consumer vectors; and
- d) selecting at least some of the consumer vectors and, for each, generating an animated anthropomorphic idol which displays the attributes of the selected consumer